



All the New Printzess and Wooltex Suits and Coats for Fall are Here

THE last of the new models have just been unpacked. We knew we had a treat for you and could hardly wait for the time when we could show you. Now that they are on the racks, we are more enthusiastic over them than ever and confirmed in our assurance that our garment department will be showing the brightest and prettiest versions of the new Fall styles that any of the markets have shown. Come in and look around and see what the styles of the season are to be.

Striking New Shades in Dress Goods

BLUES, greens and browns will be the favorite colors this fall and winter for both street and evening wear. Dull shades will be the rule. The lighter shades will be sky blue, turquoise and glazed pink. Novelty plaids and checks in black and white will be very popular. Also the new sand, pearl and putty shades.

Our Showing Includes Them All

Read this interesting list. THE NEW BLUES are rich shades with a greenish cast—"Navy Blues," "Delft Blues," "Peacock Blues."

THE NEW GREENS are known by the following names: "Military Green," "Bottle Green," "Laurel Green," "Mountain Green."

THE BROWNS are "Torpedo," "Aviator," "Hardtack," and "Golden Browns." The grays also have military names—"Field Gray," "Battleship Gray," and "Aeroplane Gray."

There are too many others to mention—all the plaids, mixtures, black and whites, "Military" and "Strawberry" reds and "Tangerine" orange tones.

Just think of the wide variety of these striking new colors.

Come in and see our splendid assortment. Pick out one of the above for your next dress, suit or skirt.

D. W. ROBINSON

The Store That Sells Wooltex

FORD

Touring Car - \$440
Roadster - \$390

We Can Make Deliveries
Within Fifteen Days

THE Ford is justly entitled to be called "The Universal Car," because of the fullness, the thoroughness with which it meets the demands in every line of human activity. It is equally valuable on the busy streets of the city, and the wide demands of the farm and country. The Doctor, the Architect, the Contractor, the Tradesman, the Merchant, the Manufacturer, the Traveling Salesman, and the Farmer, all find the Ford car to be a necessity. The Ford car has become a general utility purely on merit—tested, tried and proven through the hardest kind of experience. It has also proven the most economical motor car in operation and maintenance.

C. M. JOHNSON
Alma Mich.



New HOTEL TULLER
Detroit, Michigan

Center of business on Grand Circus Park. Take Woodward car get off at Adams Avenue.

ABSOLUTELY FIREPROOF

200 Rooms, Private Bath, \$1.50 Single, \$2.50 up, Double
100 " " " 2.50 " 4.00 " "
100 " " " 3.00 to 5.00 " 4.50 " "

Total 600 Outside Rooms All Absolutely Quiet
Two Floors—Agents' Sample Rooms
New Unique Cafes and Cabaret Exquisite.

RECORD WANT ADS PAY

MARRIED IN DETROIT MONDAY

Miss Emily Tann and Fred Porter
College Students Wed First
of Week.

Fred Porter of Milford, a student in M. A. C. last year and for two years a student in Alma College, and Miss Emily Helen Tann, a 1915 graduate of Alma High School, were married at Detroit one week ago last Monday. Even intimate friends did not have knowledge of the affair until a week after it was pulled off. Sometime in the sweet bye and bye some party of prospective wedding principals will have a heart and have a good old fashioned home wedding at which their friends may be present to give their official sanction, blessings and rice. The marriage ceremony was held Monday evening at 7:30 o'clock at the home of Rev. Cameron, pastor of the Emanuel Presbyterian Church of Detroit, on Grand Boulevard. Mr. and Mrs. E. A. Smith formerly of this city were also present. Following the ceremony the newlyweds took the boat for Buffalo. From there they went to Niagara Falls on their honeymoon.

The groom, who hails from Milford, spent his freshman and sophomore years in Alma College, going to M. A. C. last year. While here he became acquainted with Miss Tann. The bride has lived in Alma for several years where she attended the public schools. In high school she showed great ability in oratory and public speaking.

Mr. and Mrs. Porter will live at 514 Linden Avenue during the coming year while Mr. Porter is taking work at the college.

Personality In Clothes

One could write a book of directions to women on what not to wear. The atrocities which some women put on their backs in the name of dress are almost too fearful to describe. The great trouble is that it is really impossible to give out any set rules on how to dress, for what one woman may wear with impunity another cannot appear in without secret and sometimes open ridicule. And the same suit which will be called smart on one girl will be characterized as dowdy on another.

Therefore no rigid rules for dressing can be given or should be followed. The selection of suitable clothes is more a matter of following one's personality or appearance than certain directions given out by others, no matter how great authorities they may be.

Girls who wish to look their best should never take the advice of outsiders, especially saleswomen, on what to wear. They should give careful, considerate study to their own appearance. Then when they enter a shop to buy they should try on different styles, discarding this, approving that, until the field narrows down to two or three particularly attractive models.

Never try to buy in a hurry, for you are almost certain to repent at leisure. Remember what you buy has to be worn for months and certainly deserves a few hours' careful consideration in the selection. Do not be a rigid devotee of Dame Fashion, for styles are as variable as woman's supposed moods, and where one may be very becoming another may be hideous. Usually there are enough different styles to afford room for a wide selection, so that if you search far enough you can generally find something to fit your type.

Color is another matter to be studied seriously by the girl who wishes to appear well dressed. It is much easier to decide what colors become you than to know what style is precisely your own. But even colors are sometimes confusing. For instance, it is a generally accepted fact that red rose and the rich tones of this hue are particularly well suited to the brunette. The shade is undoubtedly becoming to most brunettes, but nevertheless should only be worn by the brunette of the dashing, vivacious or coquettish type. There are dark haired girls who come under the head of quiet and demure. To them rose or red is a forbidden color, for there is nothing of the quiet or demure about either of these shades.

You must select your wardrobe with an eye not only to your appearance, but to your personality as well. And yet even here there may be confusion, for one often finds the tall, queenly woman who likes to be vivacious and the little, perky girl who would love to be stately. In such cases to fit their desired personalities would be extremely dangerous.

Then it is often easy to be dazzled by the color of a frock into overlooking its style. The saleswoman shows you a dress in a shade which you recognize at once as being most becoming to you. You try it on perhaps, and the shade brings out your good points to such an extent that you never notice the fact that the model accentuates your worst features. Such a mistake is very common unfortunately.

Dressing is not only an art; it is a study as well. You cannot watch her own type too carefully, and the woman who dresses well not only knows her own appearance by heart, but does not allow herself to be misled by colors, by fashion or by the words of the saleswoman.

Cynical Comment.

Every man is as Heaven made him, and sometimes a great deal worse—Cervantes.

BUSINESS CARDS

Union Phone Office No. 32, Res. 357
DR. L. G. BESHGETOOR
DENTIST
CROWN AND BRIDGE SPECIALIST

Northwest corner of Merchants
Realty block.

Veterinary Surgeon
F. R. McNABB, V.S., B.V.Sc.
Office in Wright House
Livery Stable

Both Phones Alma, Mich

FIRE INSURANCE

John D. Spinney, Agent
Mark L. Spinney, Clerk
Room Pollocky Bldg. Union Phone 85

FIRE INSURANCE

ROWLAND & JOHNSON
RETHEL CUMMINGS, Clerk
Office Over Chick's Shoe Store
F. H. ROWLAND Real Estate D. L. JOHNSON Attorney

County Correspondence

SUMNER

John Wood went to Cleveland last Monday to spend a few days with his sons, Irving and Worden.

Neola Weasels and Otis Seaman are attending school at Alma.

F. J. Tucker made a business trip to Flint Wednesday.

Dr. Graham and wife attended the fair at Detroit last week.

I. O. Hunt attended the Soldiers' Reunion at Lansing last week.

John Robinson attended the fair at Detroit last week.

Mr. and Mrs. Frank Fountain of St. Louis were Sumner callers Thursday.

Will Peck was an Alma visitor Thursday.

John Ferris is building an addition to his house.

School commenced last Monday with Olen Ferris as Principal and Ruth Graham as primary teacher.

C. A. Button and wife of Alma came Saturday to spend a few days with their son Amos and family.

William Guthrie, president of the S. D. A. Conference, held services at the church Saturday and baptized four members.

Alfred Stearns and family of Stanton spent the week end with his parents, H. Stearns and wife.

Miss Wilma Wickerson of Remus is attending school here.

Will Manning is building an addition to his garage.

Mrs. L. D. Ayers was a Carson City caller Thursday.

Ellis Ayers has rented the shop of J. W. Hammon and will put in a shoe repair shop and second hand goods store.

VOTERS ABSENT FROM HOME MAY CAST BALLOT BY MAIL

New Law of Advantage to Students and Travelers.

Another law which goes into effect this year and which will make considerable more work for County Clerk B. L. Case and for the various city, village and township clerks is the "Absent Voters' Act."

Under this act legal voters who are absent from their voting precinct at elections may cast their ballots through the mail. It is expected the privilege will be used largely by students and commercial travelers and may also be used to some extent by soldiers.

A legal voter expecting to be absent from home, may, any time within thirty days before an election, make affidavit that he expects to be away from home. Before election the township, city or village clerk will mail to the voter a ballot, who marks the ballot, makes affidavit that he did vote, and returns the ballot to the clerk, so that it may be deposited in the ballot box before the polls close. Should the voter return and desire to vote in his precinct he must deliver the unused ballot that has been mailed him to the clerk of the election board, who will cancel it and he may then vote in the regular way.

To provide ballots for absent voters, the county clerk must send to each clerk two packages of each kind of ballots twenty-five per cent of each being for absent voters.

Hitherto if students of the college who lived out of town wished to vote they were compelled to return to their various voting precincts. This usually entailed a larger expenditure of money which the students could not afford. Under this new law the matter is very much simplified. There are about twenty or thirty students in this college of voting age. There are also a large number of commercial travelers living in Alma, but inasmuch as the majority of these return to the city nearly every evening after work, this law will not effect this class of voters much.

Field Marshals.

The "baton" borne by generals in the French armies and by the marshals of other nations is emblematic purely—simply a mark of their office. The title of "field marshal" is not known in the United States army.

Classified Ads.

Advertisements under this head will be charged at the rate of five cents per line for each insertion, minimum charge 15 cents, payable in advance

For Rent:—Rooms. Inquire 416 Maple avenue. 1898-tf

For Sale:—Seven head of horses. All young, mostly draught. Will give time. Enquire 215 W. Superior st. Alma. 1901-tf

For Sale:—Good horse, buggy and harness. Horse a good driver and gentle, buggy and harness in good condition. Inquire at Record office. 1901-tf

For Sale:—Small farm of 15 acres, house, barn and other buildings, situated two miles north of Alma. Inquire at Record office. 1901-tf

FOR RENT:—Two store buildings. Call Arcadia Hotel. 1902-tf

FOR RENT:—Furnished room. Modern conveniences. Inquire 717 Woodworth avenue. 1902-tf

FOR SALE:—Registered Duroc-Jersey swine. T. E. Winn, 3 1/2 miles south of Elwell. 1902-tf

For Sale:—Cheap. Second hand furniture suitable for small house. G. M. Delevan. 1903-tf

For Rent:—Furnished room for gentlemen only. Call at 701 Pine avenue. 1903-tf

WANTED:—Girl for general house work. Preferably to room at home. 1904-t3pd.

LOST:—Young hound dog, brown and black spots. Notify August Chahaut, Alma, Mich., General Delivery. 1905-t1

FOR RENT:—Two rooms, furnished or unfurnished. Inquire 431 Gratiot Avenue. 1905-tf

FOR RENT:—Furnished rooms with modern conveniences. For gentlemen. 209 East Downie St. 1905-t1

FOR RENT:—Furnished rooms, modern conveniences. 539 Wright Ave. 1905-tf

FOR SALE:—Draught horses. J. Barney, 215 W. Superior St. 1905-t1

FOR SALE:—Two geldings, four and five years old. A No. 1 horse, wt. 1400 each. Cheap if taken at once. Also one 1915 Maxwell touring car, factory inspected, with electric starter and lights and seat covers. Price \$475, a bargain. See Frank Smith, the Maxwell Man. 1905-t1

FOR SALE OR EXCHANGE:—Fine residence property, Ithaca, J. G. Kress. Also large modern residence near college. 1904-t1

FOR SALE OR EXCHANGE:—160 acres of land near Clare Co. Price right. J. G. Kress. 1904-t1



J. E. WIGGINS

AUCTIONEER
ALMA MICH.



J. P. LOSEY
Registered Optometrist

Your eyes carefully tested and fitted
119 SUPERIOR ST. ALMA, MICH

Still Teach Outworn Belief.

Noted for many queer institutions, Cairo has the unenviable reputation of being the home of the "deadest university in the world." This is El Ehar, the great Moslem university, which schools its 11,000 students on the Ptolemaic theory of the universe which makes the earth the center of the solar system around which the sun and stars revolve.

And He Did.

A country deacon went home one evening and complained to his wife that he had been abused down at the store shamefully. "One of the neighbors," he said, "called me a liar." Her eyes flashed with indignation. "Why didn't you tell him to prove it?" she exclaimed. "That's the very thing—that's the trouble," replied the husband; "I told him to prove it, and he did."